

THE INFLUENCE OF K-SERIES ON HUMAN BEHAVIOUR AND SOCIETY: SPECIAL REFERENCE TO COLLEGE GIRL STUDENTS IN COIMBATORE CITY

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ABSTRACT

This study investigates the profound impact of Korean television dramas, commonly referred to as K-Series, on the behavior and societal norms of college girl students residing in Coimbatore City. The global surge in popularity of K-Series has led to a significant following in India, particularly among young women and college students. This study aims to provide an in-depth analysis of the influence of K-Series on the perspectives and worldviews of college girl students in Coimbatore, with a focus on both the positive and negative effects on their behavior, aspirations, and cultural interactions. By exploring the role of K-Series in shaping the perspectives of college girls, this research seeks to contribute to a nuanced understanding of the cultural exchange between Korea and India, with a particular emphasis on the experiences of young women.

Key words: K-Series, Society, Coimbatore City, Cultural Exchange

INTRODUCTION

Entertainment has always played a significant role in shaping human emotions and perspectives, and in today's digital world, it has become an influential force that connects people across cultures. One of the most prominent entertainment trends in recent years is the global rise of Korean television dramas, popularly known as K-dramas. Originally confined to South Korea, these dramas have now captured the hearts of audiences worldwide with their emotionally engaging storytelling, visually stunning cinematography, and deeply relatable characters. More than just a source of entertainment, K-dramas have evolved into an immersive experience that allows viewers to explore Korean culture, values, and traditions in an exciting and aspirational manner. In India, the popularity of K-dramas has seen an unprecedented rise, especially among young women and college students. Streaming platforms like Netflix, Viki, and YouTube have made these shows more accessible, allowing fans to dive into the world of K-dramas with ease.

The impact of K-dramas extends beyond personal enjoyment, influencing social interactions, aspirations, and lifestyle choices. For many young women in Coimbatore, these dramas inspire dreams of visiting South Korea, learning the Korean language, or exploring K-beauty trends. They also shape ideas about relationships, success, and self-image, sometimes leading to discussions on media-driven expectations versus reality. While

K-dramas offer inspiration and motivation, excessive consumption can have downsides, such as sleep deprivation or unrealistic romantic ideals.

STATEMENT OF THE PROBLEM

In Coimbatore City, the influence of K-series on college girls is evident in many ways. Whether it's the way they dress, their beauty routines, or even their perception of relationships and social norms, K-dramas play a subtle yet significant role in shaping their choices. Many young women incorporate Korean fashion into their daily wear, experiment with K-beauty products, and even develop an interest in learning the language or understanding Korean culture. This fascination extends beyond personal style—it also affects how they interact with others, the products they buy, and even their academic focus, sometimes shifting their priorities and daily routines. This study aims to explore just how deeply K-series influence the lives of college girls in Coimbatore. It will examine how these dramas shape their mindset, aspirations, and behaviors while also looking at the broader impact on social interactions, consumer habits, and academic engagement.

OBJECTIVES

- To examine how K-series impact daily habits, lifestyle choices and behavior of girl student.
- To evaluate how K-drama affect emotional well-being, empathy, and mental health awareness.
- To assess the influence on students, including changes in academic performance, aspirations, and social interactions.

RESEARCH METHODOLOGY:

Research methodology is the scientific and systematic process employed to carry out research studies. It includes the principles, procedures, and techniques utilized to gather, analyse, and interpret data to solve research problems or test hypotheses. This study employed a range of statistical analysis techniques to examine the impact of the Russia-Ukraine conflict on Indian MBBS students. The following methods were used:

- 1) Simple Percentage
- 2) Chi-Square

RESULTS AND FINDINGS:

GENDER	FREQUENCY	PERCENTAGE
MALE	-	-
FEMALE	81	100.0
TOTAL	81	100.0

AREA OF RESIDENCE	FREQUENCY	PERCENTAGE
RURAL	64	79.0
URBAN	17	21.0
TOTAL	81	100.0

YEAR OF STUDY	FREQUENCY	PERCENTAGE
1 UG	11	13.6
2UG	9	11.1
3UG	14	17.3
1PG	9	11.1
2PG	38	46.9
TOTAL	81	100.0

STREAM	FREQUENCY	PERCENTAGE
COMMERCE	41	50.6
MANAGEMENT	15	18,5
SCIENCE	17	21.0
ARTS	8	9.9
TOTAL	81	100.0

INTERPRETATION:

Gender

The sample exclusively comprises female respondents (100%), indicating a focused exploration of their perspectives and experiences.

Area of Residence

The majority of respondents (79%) hail from rural areas, suggesting a significant representation of rural voices and experiences.

Year of Study

The respondents are predominantly postgraduate students (58%), particularly in their second year (46.9%), indicating a strong presence of advanced learners.

Stream of Study

Commerce students dominate the sample (50.6%), followed by science (21%) and management students (18.5%), highlighting the prominence of these disciplines among the respondents.

ANALYSIS

1. To examine how K-series impact daily habits, lifestyle choices and behavior of girl student.

HOW OFTEN DO YOU WATCH K-SERIES?

HYPOTHESIS:

HO: There is no significant relationship between designation and often watching of k-series

H1: There is significant relationship between designation and often watching of k-series

YEAR OF STUDY * HOW OFTEN DO YOU WATCH K-DRAMAS? Crosstabulation

Count							
		HOW OFTEN DO YOU WATCH K-DRAMAS?					
		Always	often	occasionally	rarely	never	Total
YEAR OF STUDY	1 UG	3	1	2	1	4	11
	2 UG	1	3	3	1	1	9
	3 UG	1	2	6	3	2	14
	1 PG	0	2	3	2	2	9
	2 PG	4	9	8	12	5	38
Total		9	17	22	19	14	81

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.741 ^a	16	.618
Likelihood Ratio	13.858	16	.609
Linear-by-Linear Association	.057	1	.811
N of Valid Cases	81		

a. 21 cells (84.0%) have expected count less than 5. The minimum expected count is 1.00.

INTERPRETATION

This analysis is conducted to find the relation between designation and often watching of k-series. As per the table, the result of the chi square test is 13.741 with significant value of 0.618 which is above the threshold of 0.05. As a result, it indicates there is no significant relationship and the null hypothesis is accepted and alternative hypothesis is rejected.

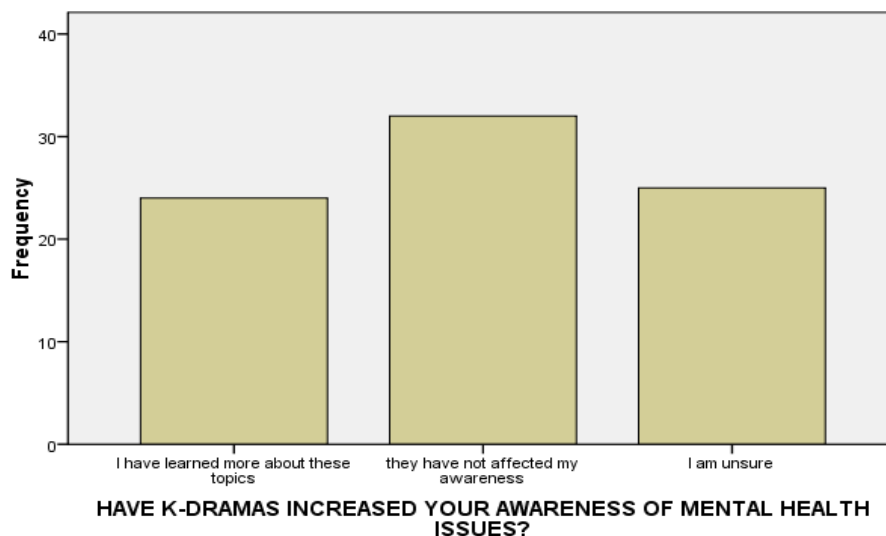
- To evaluate how K-drama affect emotional well-being, empathy, and mental health awareness.

HAVE K-DRAMAS INCREASED YOUR AWARENESS OF MENTAL HEALTH ISSUE?

Awareness	Frequency	Percent
I have learned more about these topics	24	29.6
they have not affected my awareness	32	39.5
I am unsure	25	30.9
Total	81	100.0

Source: primary data

HAVE K-DRAMAS INCREASED YOUR AWARENESS OF MENTAL HEALTH ISSUES?



INTERPRETATION

The data represents respondents' mental health awareness levels. Out of 81 individuals, 29.6% (24 people) reported that they have gained more knowledge on these topics, indicating a positive impact on their understanding. However, 39.5% (32 people) stated that these topics did not influence their awareness, suggesting that the information may not have been engaging or relevant to them. Additionally, 30.9% (25 people) were unsure, indicating some level of uncertainty or lack of clarity. This distribution highlights the need for improved communication or educational efforts to enhance awareness and understanding among the respondents.

RESULTS AND FINDINGS:

- An analysis was conducted to examine the relationship between designation (such as student, faculty, or other roles) and the frequency of watching K-series among college students in Coimbatore. The chi-square test was used to determine the statistical significance of this relationship. The computed chi-square value was **13.741**, with a significance level (p-value) of **0.618**. Since the p-value is above the conventional threshold of **0.05**, the statistical test indicates that there is **no significant relationship** between designation and the frequency of watching K-series.
- The study analyzed respondents' mental health awareness levels to assess the impact of information provided on the topic. Among the 81 participants, 29.6% (24 individuals) reported that their knowledge had improved, indicating a positive influence on their awareness. However, 39.5% (32 individuals) stated that their awareness remained unchanged, suggesting that the content may not have been engaging or relevant to them. Additionally, 30.9% (25 individuals) were unsure about the impact, reflecting a level of uncertainty or lack of clarity regarding the information. These findings suggest that while a portion of respondents benefitted from increased awareness, a significant number either did not find the information impactful or remained uncertain. This highlights the need for more effective communication and educational strategies to enhance mental health awareness and engagement.

CONCLUSION

This study examined the influence of anime on human behavior and society, with a specific focus on college students in Coimbatore. The findings suggest that anime serves as more than just entertainment; it plays a role in shaping students' perceptions, cultural awareness, and emotional responses. However, its impact is not uniform, as some individuals experience significant effects, while others remain largely unaffected. The analysis of various factors, including mental health awareness and social behavior, indicates that anime consumption can contribute positively by fostering creativity and emotional engagement. However, statistical tests, such as the chi-square analysis on designation and the frequency of watching K-series, show no significant relationship, suggesting that anime-watching habits are independent of academic or professional roles. Overall, the study highlights the growing relevance of anime in youth culture and its potential to influence thoughts and behaviors. While it can serve as a tool for entertainment and learning, its impact varies among individuals. Future research could explore deeper psychological and societal effects to better understand how anime shapes modern perspectives and interactions.

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